Point Foundation: For Immediate Release 23 August 1994

Millennium Whole Earth Catalog Delivered Early

The historic *Millennium Whole Earth Catalog*, the first all-new edition since 1980 of the well-known series, has been completed and delivered ahead of schedule to publisher Harper San Francisco. The large-format, 400-page guide to tools and ideas for surviving and succeeding in the next century was edited by Howard Rheingold, and has a foreword by founding editor Stewart Brand. It will be launched with a first printing of 160,000 copies, and will be in bookstores in mid-October. Foreign, television, and electronic editions of the *Catalog* are in the works.

This was a massive undertaking by nearly three hundred contributors, staff, and volunteers over a full year. Point Foundation, the 25-year-old not-for-profit responsible for the *Catalogs* (and the quarterly *Whole Earth Review*), is now refocusing on its role as the leading catalyst for social change, the base for today's best and brightest nontraditional thinkers. Immediate plans include a return to core staff, expansion of the board, and the development of new income strategies. Howard Rheingold has gone on to become the executive editor of the new *HotWired*, an online magazine, and John Sumser, who has completed the task of leading Point as Executive Director through the past year, is leaving to pursue new opportunities.

With the publication of its monumental new *Catalog*, Point is poised to enter the next phase of its remarkable history, reaching out to another generation of innovators and explorers with its invitation to live smart and think independently.

The Millennium Whole Earth Catalog
Access to Tools and Ideas for the Twenty-First Century
A Point Foundation Book
Edited by Howard Rheingold; Foreword by Stewart Brand
Reference/Current Affairs, 500 photographs and illustrations
Paper $30; ISBN 0-06-251059-2
Cloth $50; ISBN 0-06-251141-6
Advance orders: 800/938-6657

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~~early~~ ahead of schedule.

Tools & ideas

This was a massive undertaking by nearly three hundred contributors, staff and volunteers over a full year ~~of effort.~~ Point Foundation, the 25 year old not-for-profit responsible for the *Catalogs* (and the quarterly *Whole Earth Review*), is ~~now~~ returning to its role as the ~~catalyst for social change, and the~~ leading base for the best and brightest non-traditional thinkers today.

Immediate plans include returning to a core staff, expanding the board, and the developement of new income strategies. John Sumser, who has completed his job of leading Point as Executive Director through the past year, is leaving to pursue new opportunities. Howard Rheingold has left to become the executive editor of the new *HotWired*, an on-line magazine.

The Millennium Whole Earth Catalog, Access to Tools and Ideas for the 21st Century
A Point Foundation Book
Edited by Howard Rheingold, Foreword by Stewart Brand
Reference/Current Affairs, 500 photographs and illustrations, 384 pages
Paper, $30; ISBN: 0-06-251059-2
Cloth, $50; ISBN: 0-06-251141-6
Advance orders: 1.800.938.6657

WRAP

22 August 1994

For Immediate Release (draft)

Completion of the *Millennium Whole Earth Catalog*

The historic *Millennium Whole Earth Catalog*, the first all-new edition since 1980 of the well-known series, has been completed and delivered to publisher HarperSanFrancisco. The ~~oversized,~~ large format 400 page guide to tools and ideas for surviving and succeeding in the next century will be launched with a first printing of over 160,000 copies this fall.

Having completed this massive undertaking over a full year of effort by nearly three hundred contributors, staff and volunteers, Point Foundation, the 25 year old not-for-profit responsible for the *Catalogs* and the quarterly *Whole Earth Review*, is currently restructuring itself to continue its work as the leading base for the best and brightest non-traditional thinkers today. ¶ Immediate plans include an expanded board, a smaller~~, focused~~ staff, foreign, television, and electronic editions of the *Catalog*, a redesigned ~~repositioned~~ *Review*, create add'l ~~new alliances~~, and a major fundraising program. John Sumser, who has completed his job of leading Point as Executive Director through the past year, is leaving to pursue new opportunities. Howard Rheingold, the editor of the *Millennium Whole Earth Catalog*, has left to become the executive editor of the new *HotWired*, an ~~innovative~~ on-line magazine. Reed Huegel has joined the staff of *Whole Earth Review* as publisher.

- Hacsi - ofc. coordinator
JB -

James - Sr. Editor
Sarah - recep.

KO - art

Winslow - asst art

Lois - Books

David - librarian / review liaison

Reed - publisher

Ruth - mg ed. / WER

Catalog

Mike Stone, mg. ed

tomorrow

② fate of WER

① fate of space

Working Assets

Toro talk to John.

fantasizing lifestyle

analysis of red of space as $ factor

- phones / computer network
(Jerry + Hacsi

- contracts

proposal to bd. re mag.

imprint - Whole Earth

2% of Net Royalty agreement

op. stm for July
Lois
op. stm for 1993

MWEC - AA's / blues wed.

events - Oct. AC Oct 25
SF - NY?

Space / rent / lease

equipment inventory / Hacsi
(JS house / comp.)

estab provisions for funding decisions

funding goals

Aug 31

Further Institute - Colleen
DB, donor list
benefits to donors?